

RICH COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2007-2008	State Ranking
DEMOGRAPHIC					
Population	2,121	2,162	2,278	5.4%	27
Total Non-Ag Employment	719	744	769	3.4%	27
Non-Ag Avg Monthly Wage	\$1,719	\$1,946	2,121	9.0%	24
Per Capita Income	\$28,281	\$27,058	27,438	1.4%	11
Unemployment Rate**	2.3%	2.2%	2.5%	13.6%	28
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)**	\$5.2	\$5.1	\$5.9	15.7%	28
Travel & Tourism Related Employment**	127	123	132	7.3%	26
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending**	\$148.3	\$490.4	\$571.1	16.5%	28
Transient Room Tax	\$50.0	\$112.1	\$76.6	-31.7%	24
Restaurant Tax	\$29.4	\$31.4	\$27.6	-12.1%	24
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$24.3	\$27.4	\$30.5	11.3%	27
REGIONAL VISITATION COUNTS					
Bear Lake	232,825	225,985	198,141	-12.3%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r = revised

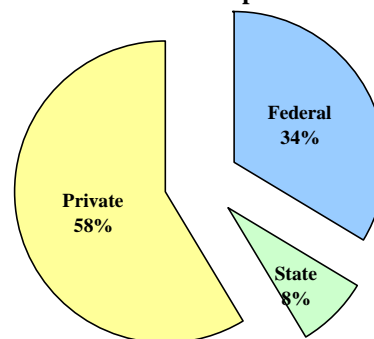
Land Ownership - 2008	No. of Acres	% Total
Total Acres in County	658,052	100.0%
Federal Government	221,747	33.7%
BLM	171,587	26.1%
US Forest Service	50,160	7.6%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	50,964	7.7%
Utah State Parks & Recreation	706	0.1%
Utah State Wildlife Reserves	2,437	0.4%
State Trust Lands	47,821	7.3%
Other ••	--	--
American Indian	--	--
Private*	386,808	58.8%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2008



Rich County Tourism Profile

